



Event Management RFP Q&A – August 4, 2022

1. Budget Questions:

- **What should be included in the \$40-50k? Is it just agency time to plan, manage and execute the programming or does this budget also include the cost to activate, fabricate, giveaways, etc.?**
- **Is the budget noted in the RFP of \$40K - \$50K per event or total for all viewing events?**
- **Is there any flexibility within the \$40k-\$50k budget? If not, what do you anticipate this budget including?**

It is anticipated the selected firm will be paid \$40K-50K to plan and produce the holiday events. This includes event planning, materials, outreach to businesses (if applicable to proposed concept), outreach to talent (if applicable to proposed concept), set-up/breakdown of events, and managing and staffing the events.

The Partnership will be responsible for obtaining the Street Activity Permit Office (SAPO) for all events, including sound permits. The Partnership receives the permit from SAPO for its programming, and as the sponsoring organization there is no fee assessed. The selected event firm will be expected to provide the necessary information, including site plans and run-of-show, for us to submit to SAPO. The event firm will also be expected to obtain the appropriate health permits if food and/or beverages are distributed.

There could be some flexibility in the budget depending on the submission, and we want to be mindful that costs are in flux in a variety of ways coming out of the pandemic. That said, being in the budget range will be a big consideration when evaluating submittals.

2. Please confirm the total number of events that will fall within this budget.

That is up to the submitting firm, but we would like to see at least one per week between Nov 21 and Dec 23. Under the “23 Days of Flatiron Cheer” concept we had between 8-11 public programming elements of around 4 hours each as part of the six-week calendar, including a larger scale launch event. Part of the goal of that program was to create the feeling of things happening each day for 23 Days, so depending on the concept proposed this may be less crucial to execution.

We are really open to the scope of public programming that makes the most sense for the concept being pitched and integration of local partners, which could be quite different from what has been done in the past or be a fresh take on a similar calendar.

Website, email newsletter, and social media components are also fair game as programming integration.

3. Will this agency partner be responsible for the fabrication and installation of A/V equipment /scenic elements, etc.?

Yes, but we do have elements we can provide as needed:

- Branded 10x10 tent
- Two (2) - 8' foot tables with tablecloths
- Two new iPads
- Large free standing prize wheel
- Small tabletop prize wheel
- Games include Giant Connect 4, Two Cornhole sets, Jenga, checkers, hungry hippo, chess, crayons.
- AV Equipment includes
 - Two large speakers / stands
 - Mixer
 - Two wired microphones with mic stands
 - Battery powered speaker + mic set
- Large white "[Greetings from NYC](#)" Instagram photo frame, currently stationed at 22nd & Broadway but available for integration.

Other items can often be provided by program partners and/or district businesses, depending on the ask.

There is access to power in the North Flatiron Plaza and South Flatiron Plaza. Any activities on the NoMad Piazza will need to rely on a generator (ideally electric) or battery powered/nonelectric elements.

4. What programming has worked in the past, what programming hasn't?

The prize wheel, raffles, and other giveaways (driving redemption or awareness of district businesses) or promo items have always been incredibly popular, as have free hot beverage handouts. Branded tote bags with bounce-back coupons are popular as handouts but we have had less success with redemption. Any program elements that add to the general outdoor atmosphere and provide a quintessential "New York Moment" are well received, whether music & dancing, art, interactive activities etc. Planning for short term engagement is smart as folks are both busy and it is often quite cold. Having programming that can make someone's day in a short duration is a win. Weather should be a strong consideration for programming options.

Instagram worthy photo and video moments spread well on social media and help draw visitors from around the city for that perfect IG or Tic Tok content. In the past the art installations have played a significant role in that draw, and we will not have an installation for the length of the program to tap into this year. We do not currently have a Partnership Tik Tok channel, but we do have nearly 30K followers on Instagram and some social media videography capabilities.

Also, when considering what may work and what does not, it is important to consider what may work well in terms of business support and amplification for district businesses during this critical holiday time. Our expansion has doubled the size of the district physically, and in terms of ground floor businesses since our past holiday efforts, which may impact how business support is best executed.

5. Are there any themes that you would like to focus on?

Themes that align well with the global experience of the World Cup, that also fit the spirit of a holiday season without being traditionally 'holiday.' Some things we have considered on our side include: 'around the world,' connectivity, global partnership, interconnectedness, coming together, sharing a collective experience aka 'monoculture.' We're very open to your suggestions and ideas as well.

6. Are there any themes you would like us to avoid?

Overtly specific holiday themes, particularly in terms of Christmas. Past holiday programs have leaned into the theme of 'Holiday Cheer' and have focused on non-denominational, inclusive winter celebrations. We anticipate this program still serving to amplify our retail and restaurant community which will likely include seasonal and holiday specials, deals, programs, and promotions, which we think can be woven into some of the ideas around connectivity, sharing, and giving mentioned above.

7. Will you have local community sponsors and if so, what role will they play in this project?

We typically have a few sponsors that help offset the cost of the program financially, and then utilize in-kind donations of prizes, beverages, food, gift cards and activities to both bolster event programming and

8. Is there any programming from years past that will be in place as part of this project?

The Madison Square Park Tree Lighting is an event in early December hosted by the Madison Square Park Conservancy. We typically support with sponsorship and participation and that can be included in this submittal. Additionally, we do hope to launch an interactive public art installation in December, although timing is still pending, and that can potentially include programming around its launch. We also do historic walking tours every Sunday at 11am and those are available to be integrated into a program calendar. We can tie them into a theme as well in terms of content as desired.

Beyond these elements, it is up to you! Feel free to include as much or as little of the things we have done in the past as you think would be strategically beneficial in your submittal.